
LESSON 4
7 MIN ESTIMATED TIME

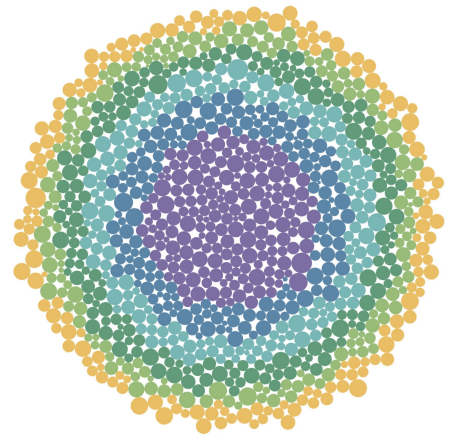
Flourish: Data Visualization Templates

A simple tool to help newsrooms create beautiful graphics.

Lesson overview

Free data visualization templates for newsrooms.

With its journalism roots, Flourish is designed to help newsrooms increase the quality and quantity of their data stories. Built by London data studio Kiln, Flourish offers beautifully designed data visualization templates. Google News Initiative partners with Flourish to offer the tool for free editorial use in newsrooms. You can customize many aspects of the templates with no coding experience. Or, your developers can use Flourish tools to create and share templates with other publications.

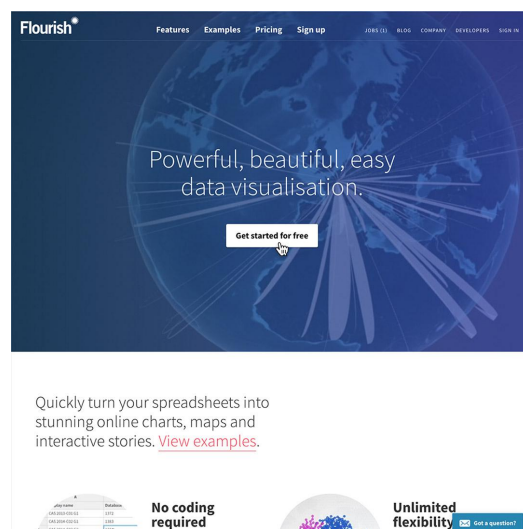


- 1 Sign up for a free account.
- 2 Get acquainted with Flourish.
- 3 Prepare your data set.
- 4 Starting your project.
- 5 Customize your visualization.
- 6 Preview your project on multiple screens.
- 7 Publish your visualization.

Sign up for a free account.

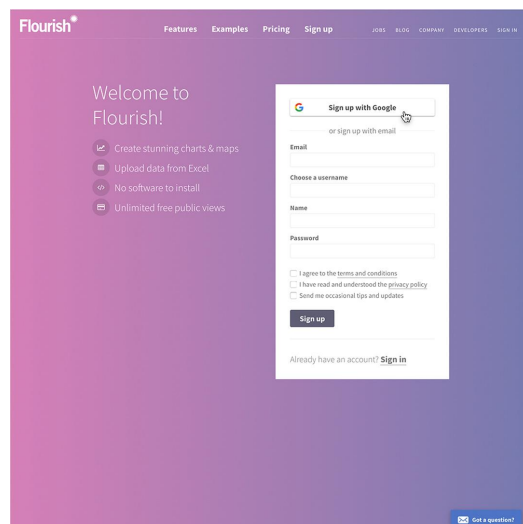
STEP 1 OF 3

To begin, click **Get started for free**.



STEP 2 OF 3

Sign in with Google or enter your name and email to create an account.



STEP 3 OF 3

Answer a few simple questions and click **Submit**.

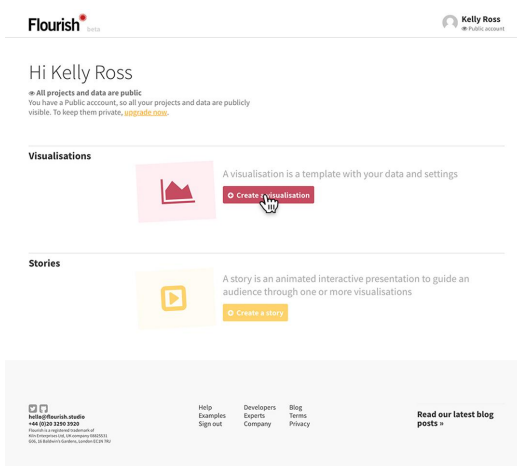
The screenshot shows the Flourish website registration form. The background is a purple-to-pink gradient. On the left, there is a text message: "You're in! Let us know a bit more about you so we can make Flourish meet your needs." On the right, there is a white registration form with the following fields: "Your organisation" (with "Freelance" selected), "Organization type" (with "Other" selected), "Your role" (with "Journalist" selected), "What do you plan to use Flourish for?" (with "Data visualization" selected), and "Are you using any other data visualisation software?" (with "No" selected). A "Submit" button is located at the bottom right of the form. The Flourish logo is in the top left corner, and the name "Kelly Ross" is in the top right corner.

Get acquainted with Flourish.

There are several different types of templates currently available, with more being added all the time. From “horse race” visuals that compare multiple data points over time to renderings of the globe that show relational data, you can choose the right type of visual to tell your story.

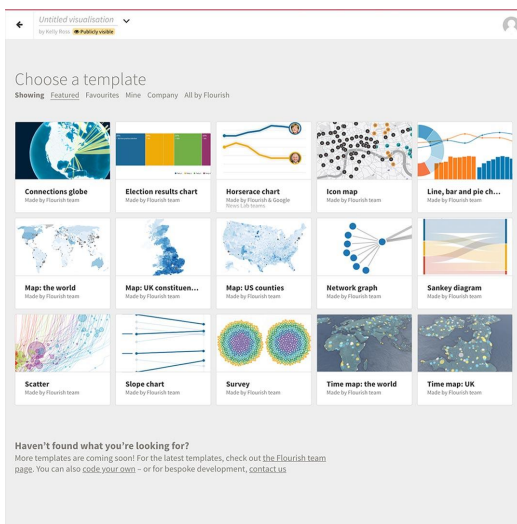
STEP 1 OF 2

To get started, click **Create a visualization**.



STEP 2 OF 2

Find the best template for your story in a growing collection.

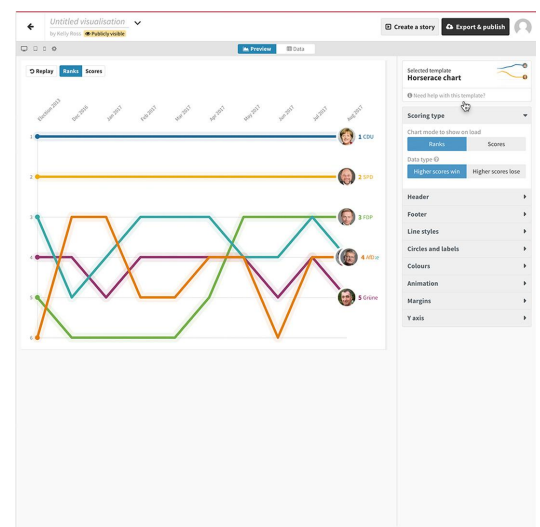


Prepare your data set.

Flourish works with Excel spreadsheets and Comma Separated Value (CSV) files. To save time in the long-term, make sure your data set is organized and free of errors.

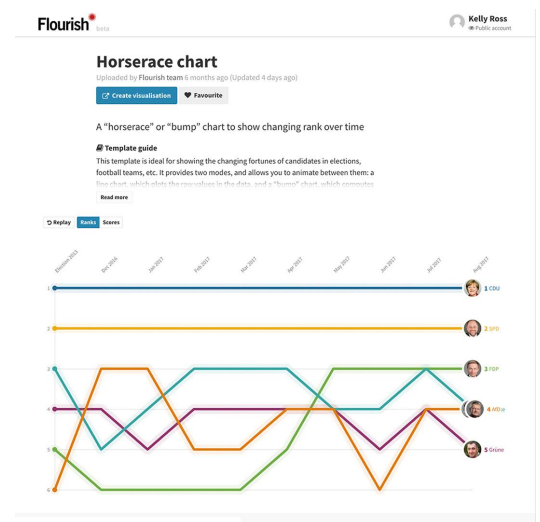
STEP 1 OF 4

To learn more about a template and whether it's right for the type of data you want to visualize, click **Need help with this template?**



STEP 2 OF 4

The Template Guide is filled with details about best uses, data requirements, and tips.



STEP 3 OF 4

Once you choose a template, click on **Create Visualization**.

Flourish beta

Horseshoe chart

Uploaded by Flourish team 6 months ago (Updated 4 days ago)

[Create visualisation](#) [Favourite](#)

Start a project with this template

A "horseshoe or bump" chart to show changing rank c

Template guide

This template is ideal for showing the changing fortunes of candidates in football teams, etc. It provides two modes, and allows you to animate between a line chart, which plots the raw values in the data, and a "bump" chart, which

[Read more](#)

[Replay](#) [Ranks](#) [Scores](#)

Election 2013 Dec-2016 Jan-2017 Feb-2017 Mar-2017 Apr-2017

STEP 4 OF 4

Click **Data** to see how to format your CSV properly.

Top Five Girl Names in the U.S.

[Previous](#) [Data](#) [Export & publish](#)

	A	B	
1	name	pic	elec
2	CDU/CSU	https://tempfiles201706.flourish.studio/merkel_head.150454263939.151267003365.jpeg	41.5
3	SPD	https://tempfiles201706.flourish.studio/scholz_head.150454880594.151267003912.jpeg	25.7
4	FDP	https://tempfiles201706.flourish.studio/lindner_head.150454303696.151267000567.jpeg	4.8
5	Grüne	https://tempfiles201706.flourish.studio/com_head.150454324789.1512669981318.jpeg	8.4
6	Linke	https://tempfiles201706.flourish.studio/kippling_head.150454376751.151266988951.jpeg	8.6
7	AfD	https://tempfiles201706.flourish.studio/meuthen_head.1504543612466.151266998390.jpeg	6.7
8			
9			
10			

Select columns to visualise

Fill in the columns if you want to visualise. Add multiple columns with a comma or hyphen (eg. A,B or A-C)

Data [Data ↓](#)

Name column [Name](#)
The name of each entrant

Image column [Image](#)
The URL of the image to use

Score columns [C-L](#)
Raw scores, which will be automatically converted to ranks. Column names will be used to populate the x-axis of the chart.

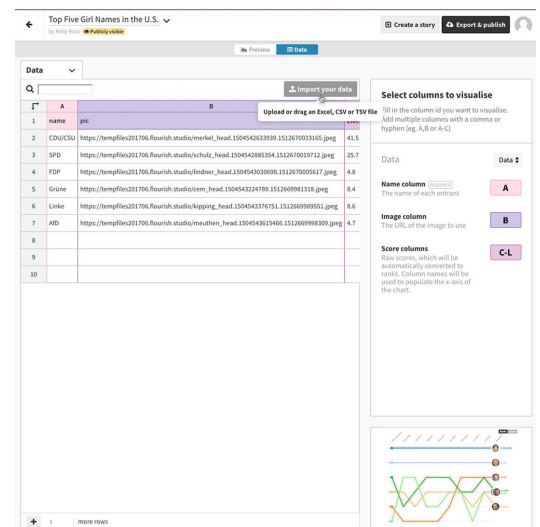
[more rows](#)

Starting your project.

Let's say you're writing a trend piece analyzing U.S. baby girls' names over time and you want to use a "horse race" template.

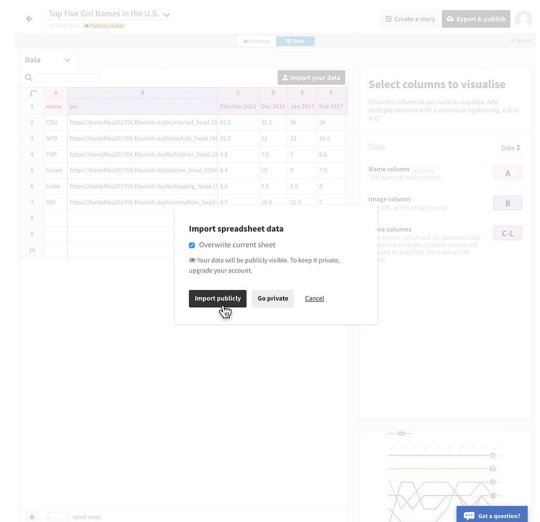
STEP 1 OF 5

Select **Import your data** and be sure to name your data sheet.



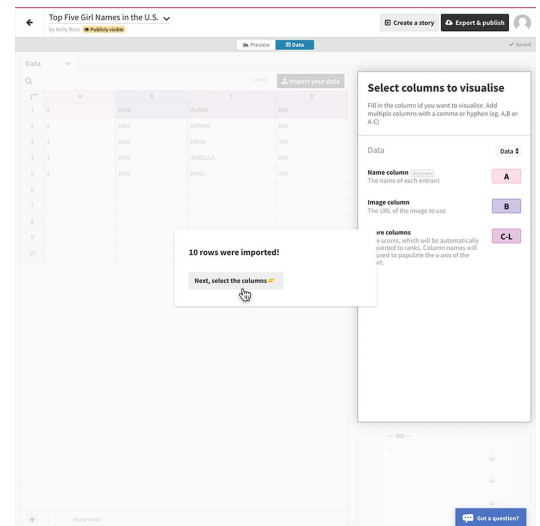
STEP 2 OF 5

Make sure that **Overwrite current sheet** is selected, then click **Import**.



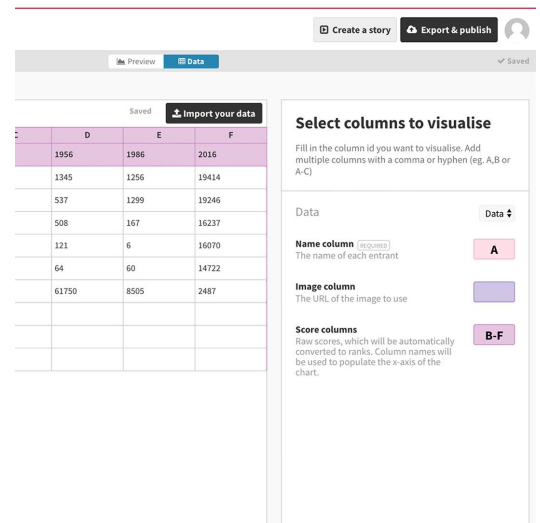
STEP 3 OF 5

Click **Next**, select the columns.



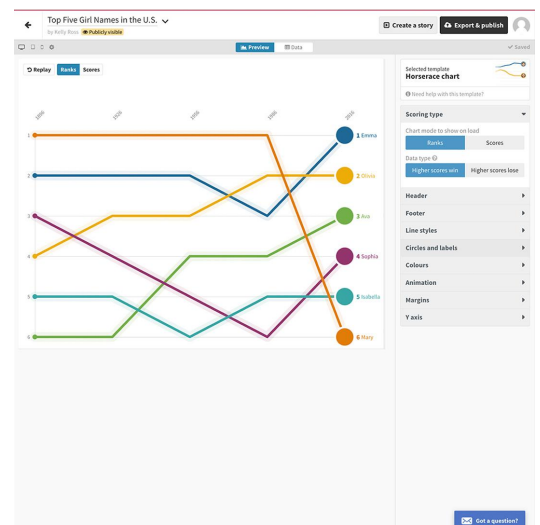
STEP 4 OF 5

Then label the columns you want to visualize. If there is an image you want to associate with the data and the template you chose allows it, click on the **Image column** field and enter the header letter of the column that contains your image URLs. If there's no image, leave the Image column field blank.



STEP 5 OF 5

Click **Preview** to see your data visualized.

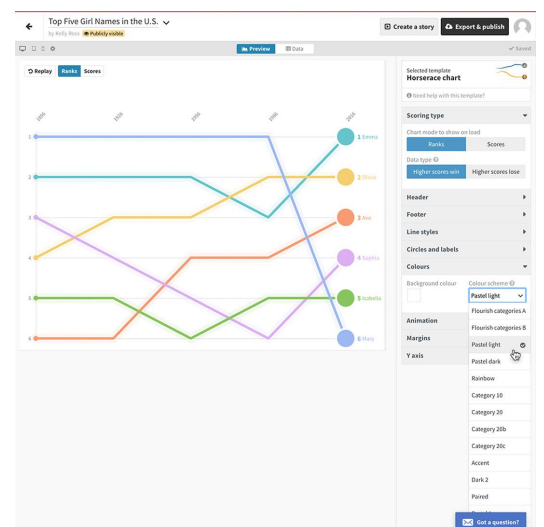


Customize your visualization.

Each Flourish template has multiple design elements you can customize to make your project unique. From colors and shading to font sizes and curve shapes, there are dozens of choices, all created by skilled designers, so no matter what you choose, your visualization will look attractive and professional.

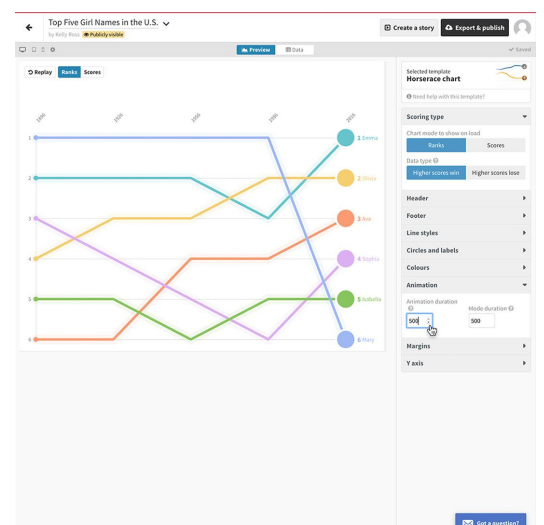
STEP 1 OF 3

Let's say you like the shape of your graphic but you want to change the colors. Click **Colours** to see a designer selection of color palettes. We'll select **Pastel light**.



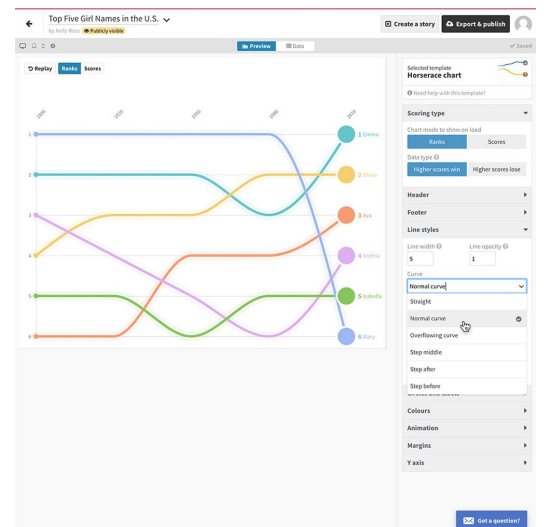
STEP 2 OF 3

To change the speed that the graphic populates, click **Animation**. Then click **Replay** to preview the motion.



STEP 3 OF 3

Altering the shape of the lines is also easy. Simply click on **Curve** under the **Line Styles** menu item and scroll through until you see one you like.

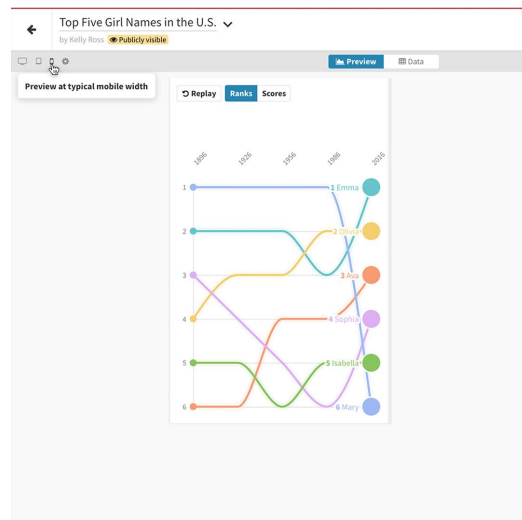


Preview your project on multiple screens.

SINGLE STEP

With more and more readers using mobile devices today, it's very important to preview your data visualization on different screen sizes. A font size that looks great on a desktop may be unreadable on a mobile phone. A graphic that looks beautiful on a phone may look sparse on a full-size screen. Flourish makes it easy to see just how your visualization will appear.

To preview your project on each screen size, click the icons in the upper left corner.



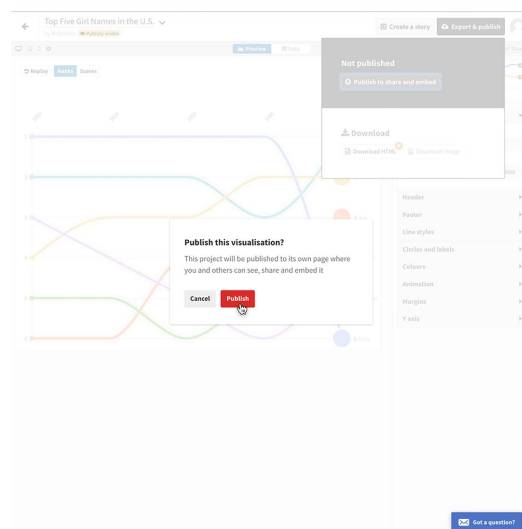
Publish your visualization.

When you're satisfied with your creation, click **Publish** to save it and embed it to your site. Flourish outputs can be published from your own server and will work forever.

If you're using the free version of this program, your visualization will appear with Flourish branding. Publishers using the full, paid version can download the HTML file and embed it without Flourish branding.

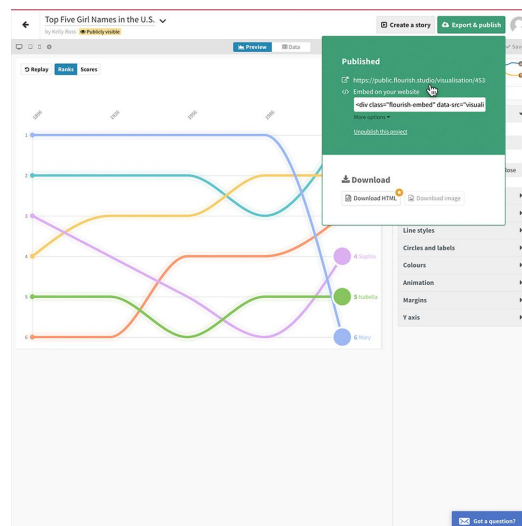
STEP 1 OF 2

Click **Export & publish > Publish to share and embed** and then confirm by selecting **Publish**.



STEP 2 OF 2

Click on the URL to view your published animation.



Congratulations!

You completed “Flourish: Data Visualization Templates.”

To continue building your digital journalism skills and work toward Google News Initiative certification, go to our [Training Center](#) website and take another lesson: